

## How Phil Grew His Small Business

Phil, an accomplished small business owner of a highly-regarded handyman service, boasted fiercely devoted customers. He was committed in his mission to seek out new customers and take his business to new heights with a more methodical approach.

Thankfully, his friend Tom, who ran a top-notch carpet cleaning service, introduced him to the immense potential of referrals and the game-changing one-question survey, all made possible by a unique customer satisfaction software product for small businesses called ASKTRA.

Big corporations have long been aware of the benefits of gauging customer loyalty with one-question surveys, which they employ daily. And then use those results to drive new sales. Fortunately, ASKTRA has made this valuable capability available to small business owners like Phil.

Phil was quickly astounded by the efficiency and effectiveness of the one-question survey in evaluating customer satisfaction. This method involved asking a single, carefully crafted question that encapsulated the customer's overall sentiment. The question "How likely are you to recommend us to a friend or colleague?" was the entire survey, yet this concise and powerful approach had the potential to provide valuable feedback and insights into Phil's business's reputation and his customers' willingness to refer it to others.

For small businesses like Phil's, with limited time and resources, using ASKTRA for the one-question survey approach is especially beneficial. It allows them to gather valuable feedback without burdening their customers with extensive or complicated surveys. Additionally, it is a straightforward and simple method that small business owners can easily implement.

Moreover, Phil discovered that integrating a one-question survey into post-purchase communication channels such as email, text, or social media posts, can make it an effortless part of the customer experience. This approach enables businesses to obtain feedback while engaging with customers in a non-invasive manner. As a result, customers may be more likely to provide feedback, This provides insights that can be used to develop happy customers into sources of referrals leading to new sales.

Phil was pleased that ASKTRA was easy to learn and use. He didn't have a lot of time. Being a simple three phase process provided Phil with hope that he can learn and grow his business. Just like his friend Tom.

Despite not being tech-savvy, Phil found sending the one-question survey super easy. He spent time studying every aspect of the ASKTRA Get Started section, learning the steps and techniques to ensure he knew exactly what to do and when. He watched the video, read the guide, suggestions, and tips, and even listened to the audios, occasionally revisiting for a refresh to stay extra sharp. Then he downloaded and printed each Get Started PDF.

In no time, Phil became confident and began the ASK Phase of the ASKTRA process. He started sending one-question surveys to his existing customers via emails, texts, and social media posts, requesting their input with a simple message like, "Hi Elaine. I am committed to your satisfaction. Can you take a few seconds to answer this one-question survey? Thanks, Handyman Phil."

Phil's one-question survey page was user-friendly and personalized with "Handyman Phil" in the title. The survey was easy for customers to complete and submit in a matter of seconds.

In the TRACK Phase, Phil quickly received feedback from customers who completed his surveys. Suddenly, he was receiving survey results in both his email inbox and ASKTRA dashboard, and he was thrilled with how many satisfied clients he had. He could even download all results from ASKTRA into a spreadsheet.

But because Phil had taken the time to understand the complete ASKTRA process, he knew great survey results are meaningless for new sales opportunities without proper follow-through. So Phil had to also be an expert in the WIN Phase. It's simple: act swiftly to educate his customers that referrals are welcome. Then, entice them with incredible incentives to refer!

Therefore, Phil made it his daily priority to promptly respond to these happy customers providing ratings ranging from 7 to 10 that would drive new sales. He now had an extremely aggressive incentive plan for them.

Phil knew that many of these content customers who rated him from 7-10 had never made referrals. He soon discovered that most of them didn't know that he was interested in referrals. How? He simply asked them. They loved Phil and were honest. They thought he was so busy he did not have a desire for more customers.

As suggested in his ASKTRA training, he segmented his best survey results into two categories. He also used an example of the survey message he found in the Let's Get Started section.

Within hours of receiving survey results for those customers giving Phil a 7 or 8 rating he offered discounts on future services if they referred him. He communicated a personalized message to each customer stating:

*"Hi Elaine, Referrals are welcome who can benefit from our expertise. Each time you refer us and it results in a new sale, you'll receive a future 10% discount. In addition, we'll enter you in an exclusive monthly drawing."*

For the top ratings, it was an even better offer. Those providing Phil a 9 and a 10 he offered discounts and other exclusive incentives for every new customer they brought in. These special advocates received this very personalized message from Phil.

*"Hi Elaine. Referrals are welcome who can benefit from our expertise. Each time you refer us and it results in a new sale, you'll receive a future 20% discount. In addition, we'll enter you into an exclusive monthly drawing. Lastly, our most valued customers receive exclusive early access to our new products and services open house. It's a fun, small event."*

Soon, Phil was delighted to witness a substantial increase in new sales! This is when he soon realized the immense potential of measuring client satisfaction, and the potential of converting happy clients into referral-producing sources of new sales.

But Phil wasn't done. He was only getting started. How you might ask?

Phil began voraciously devouring the phenomenal content available in the WIN COLLECTION of ASKTRA. Here he found over 200 one-page idea sheets loaded with astonishing suggestions for growing and managing a small business. They were smartly divided into four COLLECTIONs made up of Customers, Leadership, Marketing, and Sales.

This absolutely fantastic content helped Phil and his team Improve customer interactions, solve small business challenges, drive awareness to prospective new customers, and drive new revenue.

Using a brilliant one-page idea sheet that he found in the Customer COLLECTION, Phil creatively devised a client ambassador program. He handpicked a special group of his top clients that yielded phenomenal results, such as a significant boost in referrals and introductions. All had a profile similar to his ideal clients.

Phil hosted spectacular events such as delightful concerts, sumptuous dinners, and thrilling sporting events, where attendees had a chance to socialize and discuss their wonderful experiences with Phil's company. Phil also encouraged them to bring a guest who might benefit from Phil's remarkable handyman expertise. Soon, the referrals poured in.

Soon Phil also noticed that his customers who began as referrals themselves were soon providing referrals of their own.

The ASKTRA process was really working wonders for Phil. In the Sales COLLECTION, he learned about referrals from non-customers called Centers of Influence. These are exceptional individuals or organizations that have a significant influence on a small business's target market and can help them reach potential customers who may not have heard of the small business otherwise.

In Phil's case, these included highly regarded bankers, home inspectors, astute property managers, and dynamic real estate agents.

Sending one question survey questions to happy customers and Centers of Influencers worked like a charm. Phil's customer base grew at a remarkable rate, and he was soon flooded with new business. But Phil didn't stop there.

He continued to work diligently on building relationships with his newest customers, and soon, they became huge advocates. They would enthusiastically rave about Phil's remarkable service to their friends and family, and many of them would even leave glowing positive reviews online.

As his business continued to flourish, Phil invested more resources into his referral program. He started offering additional extravagant rewards to customers who referred the most new business, and he even created mesmerizing referral cards that his customers could proudly hand out to their friends and colleagues.

Phil now had an unquestionably first-rate referral machine in place that was producing astronomical results. His growth was simply outstanding but he knew in order to manage this type of growth he needed to enhance his exceptional small business management skills.

Relentless hard work for Phil paid off incredibly. His business became the go-to handyman service in town, and he was able to expand into other locations. Using new know-how he learned from the Leadership COLLECTION, he hired additional highly skilled staff and invested in state-of-the-art equipment, all while maintaining his unwavering commitment to providing excellent service to his customers.

Years went by, and Phil's business continued to thrive magnificently. He had created an immensely loyal customer base, and he was enormously proud of the exceptional company he had built. Looking back, Phil couldn't imagine where his business would be today if he hadn't taken that first step and embraced the ASKTRA process. He was tremendously grateful for the pivotal role it played in the breathtaking growth of his business.

Phil continued sending his one question surveys and running his handyman business for many years, and it continued to flourish and thrive. He always put his cherished customers first and made sure that they were completely satisfied with his exceptional service. This, in turn, helped him to acquire even more referrals, and his business grew even more exponentially.

Unsurprisingly Phil was becoming a legendary figure among other small business owners. So one day, Phil decided to take things to the next level. He was determined to share the phenomenal success of his business with others and help them to grow their own businesses.

Phil sharpened his public speaking skills with Ted Talk ideas from the Leadership COLLECTION. He thought of offering outstanding workshops and seminars to other small business owners, teaching them the vital importance of referrals and how to build a truly successful referral program.

In the Marketing COLLECTION, he learned about hosting extraordinary roundtable and workshop discussions. Phil's workshops were a massive triumph. People were eager to learn from Phil and to hear about his phenomenal success story. He taught them about the crucial importance of building strong relationships with their customers, how to incentivize referrals, and how to keep their referral program fresh, exciting, and constantly evolving.

Phil's workshops inspired countless small business owners, and he received countless thank-you letters (and referrals) from people who had successfully implemented the strategies he taught. He felt a deep sense of fulfillment knowing that he was making a significant difference in people's lives and helping them to grow their businesses to unprecedented heights. Incredibly, these workshop attendees became Centers of Influence for Phil and he received countless referrals from them.

Years went by, and Phil's business continued to thrive magnificently. He was now a highly respected member of the business community, and people would often seek his wise advice on how to grow their own businesses. He was enormously proud of what he had accomplished, and he was grateful beyond measure for the amazing power of referrals.

He always remembered the utmost importance of putting his cherished customers first and building enduring, unbreakable relationships with them.

Phil also started giving back to the community in countless ways. He started an outstanding scholarship program for local college and trade school students who were passionate about starting their own businesses.

In closing, Phil's remarkable story will always be remembered as an awe-inspiring testament to the power of referrals, the incredible importance of building unbreakable relationships with your cherished customers, and the amazing things that can be achieved with relentless hard work, boundless dedication, and unwavering commitment to success. It all began with a one-question survey AND a referral from his friend Tom about ASKTRA.

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit [www.referralsafe.com/asktra](http://www.referralsafe.com/asktra) frequently for new additions.